

WHAT YOU HAVE IS
DATA.

WHAT YOU NEED IS
INFORMATION.



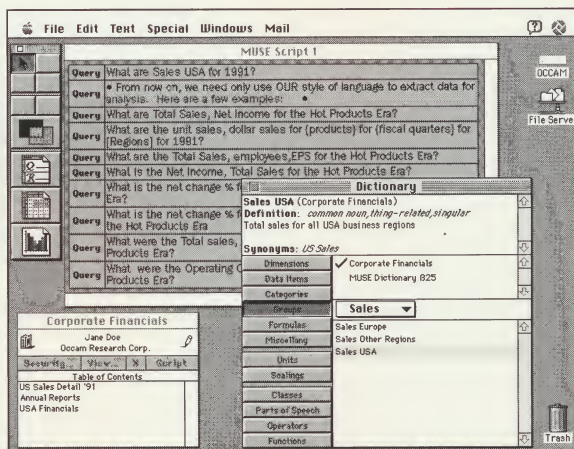
OCCAMTM
Research Corporation

MUSE

The screenshot shows a spreadsheet titled "MUSE Workbook 1" with a menu bar (File, Edit, Text, Workbook, Data, Special, Windows, Mail) and a toolbar. The spreadsheet contains a table with the following data:

		Actual			Quota
		Region 1	Region 2	Region 3	Region 1
Sales	Q1	\$12,328,300.00	\$12,495,100.00	69,669,376.07 French francs	\$23,506,000.00
	Q2	\$6,493,540.00	\$3,305,180.00	19,700,284.90 French francs	\$1,806,436.00
	Q3	\$1,774,440.00	\$288,560.00	11,015,384.62 French francs	\$328,225.00
	Q4	\$2,862,580.00	\$1,041,740.00	35,302,135.18 French francs	\$5,204,691.00
Unit Sales	Q1	5621 gallons	5407 gallons	5316 lines	10,220 gallons
	Q2	5503 gallons	2801 gallons	2930 lines	10,005 gallons
	Q3	1643 gallons	529 gallons	1790 lines	2987 gallons
	Q4	2921 gallons	1063 gallons	6322 lines	5311 gallons
Average Selling Price	Q1	\$2,300.00	\$2,300.00	13,105.41 French francs	\$2,300.00
	Q2	\$1,180.00	\$1,180.00	6,723.05 French francs	\$1,180.00
	Q3	\$1,080.00	\$1,080.00	6,153.85 French francs	\$1,080.00

Below the spreadsheet, there is a sidebar with icons for various functions (e.g., Print, Copy, Paste, Find, etc.) and a status bar at the bottom indicating "US Sales Dept", "Annual Report", and "USA Financials".



*MUSE gives you the compelling graphics of
a sophisticated presentation package...
but without all the work.*

A UNIQUE DATA ANALYSIS TOOL

MUSE lets you answer in minutes questions that would have taken hours with any other tool (if indeed they would have been answered at all). It leads you effortlessly to a far more penetrating analysis of your data—and in far less time—than you may have imagined was possible.

Information systems managers will love MUSE. By alleviating report writing, it clears IS backlogs, freeing up resources for more important work. It puts the power of the database at the fingertips of the users without involving them in database administration. MUSE gives users the *fastest time to solution* and the *lowest cost of solution* of any tool you can get. Period.

MUSE is, quite simply, the answer to all your questions (and quite a few of your prayers).

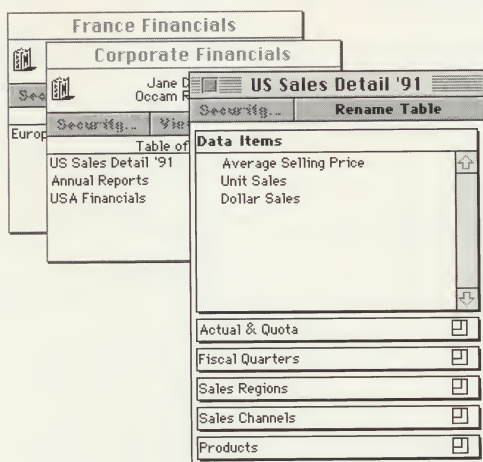
THE BUILDING BLOCKS OF MUSE

Think about your everyday life. Every question-and-answer dialogue you ever initiate has three components: the question itself, the data that answers the question, and the form that turns that data into useful information.

For example, you might ask "What are FY91 Sales for the Hot Products for Q1, Q2, Q3, Q4 for Unit Sales, Dollar Sales for all Channels for all Regions?" The data that answers that query might be organized into a tabular format. But the clearest way to put the answer across might be a multi-dimensional bar chart.

MUSE breaks down the question-and-answer process in the same way. It starts with a sophisticated relational database that organizes data into convenient tables called DataBooks (see below), which harbor raw data about a particular subject as well as a frame of reference for that data. Then it gives you

- an easy-to-use scripting tool that lets you ask questions about data the way you ask them about anything else
- organizational tools called WorkBooks, which provide a framework for easily manipulating the data



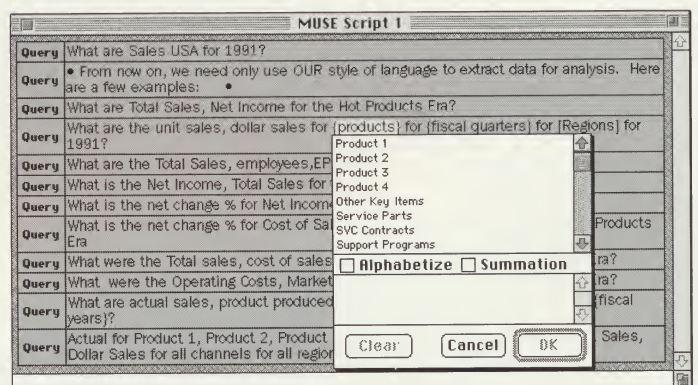
- powerful graphics that display any WorkBook information at the click of a mouse

GO AHEAD, ASK A QUESTION

What could be simpler than making your queries in plain English? And what could be better than a tool that lets you do that—and keep doing it, in finer and finer detail—until you're 100% satisfied with the answer.

MUSE stores raw information in DataBooks and lets you access them directly—from hundreds of different tables if need be—while the powerful relational database system transparently and seamlessly links all that data into one pool that you can wander through as the spirit moves you.

You type in questions about your data virtually as you would pose the question yourself. No difficult query languages to contend with, no worries about how to coax a machine into displaying what you need to know.



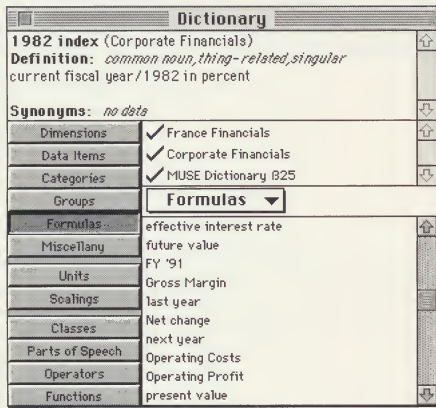
Even better, each "script" is a continuous recorded dialogue that can be saved. If your questions take you in the wrong direction it's easy to backtrack and pick up the scent again. And you can choose from easy-to-use pop-up picklists when making queries, or create queries automatically from WorkBooks or charts.

THE MUSE DICTIONARY

The handling of the relational database is what makes MUSE so powerful, but it's the dictionary that makes it so smart. This is the place where MUSE's knowledge of the world is stored. And you're able to tailor its knowledge to suit your own personal or business needs.

The MUSE Dictionary transparently accesses an imposing array of computational formulas and functions, including arithmetic, conditional, relational, Boolean, set qualification, list creating, list functions, and scalar functions.

MUSE eliminates the need to label the units and scaling for numbers displayed in charts, and does so automatically. It even computes different units of measure (i.e., monetary, mass, or volume, etc.) and displays results in whatever units you specify.



For example, you might have your raw data in francs per liter and instruct MUSE to display the answer in, say, dollars per bushel.

You can extend the dictionary easily by building in your own terminology, phraseology, jargon, even slang.

MANIPULATING DATA THE EASY WAY

MUSE users will do most of their data exploration in WorkBooks, which look something like a spreadsheet but do a lot more.

To go back to our earlier example about sales, a question like "What was my largest-selling product last year?" might require a one-word answer. On the other hand, the question "What were the sales and unit sales for all my products in Region One for the last three years?" would require a WorkBook to answer adequately because it involves more axes or, as we call them, "dimensions." MUSE lets you display up to eight dimensions in each WorkBook.

		Region 1			Region 2
		Product 1	Product 2	Product 3	Product 1
Sales	Q1	\$2,878,378.00	\$1,965,294.00	\$12,147,718.00	40,942,547.01 French francs
	Q2	\$3,070,784.00	\$3,104,431.00	\$4,105,014.00	25,762,774.93 French francs
	Q3	\$2,972,541.00	\$3,669,627.00	\$8,935,099.00	14,928,017.09 French francs
	Q4	\$1,303,135.00	\$5,717,735.00	\$13,435,268.00	5,788,792.02 French francs
Unit Sales	Q1	1151 gallons	1008 gallons	3068 gallons	2874 liters
	Q2	2538 gallons	1805 gallons	1037 gallons	3737 liters
	Q3	2654 gallons	2323 gallons	2256 gallons	2339 liters
	Q4	1330 gallons	4432 gallons	3999 gallons	1037 liters

Even better, you can rearrange WorkBook views instantly—for example, when a look at sales by quarter might reveal something important that the current view doesn't show, you simply drag a label (see above) to get the view you want. You can swap rows and columns without having to deal with formulas, break them into discrete elements while all data remains connected for analysis, or add new data simply by defining it in a new column.

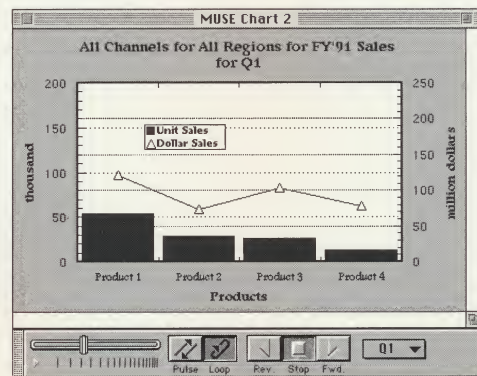
In other words, you don't have to know where you're going to get where you want to be. The quest for answers has never been this easy, this painless, or this powerful.

SHOW AND TELL

When it comes to spreadsheets, everyone knows that one picture is worth a thousand cells. Complex data can get too complicated to view easily. So MUSE uses powerful graphics to make it easy for you to see the answers to your questions.

MUSE will generate charts for you automatically when you select areas in WorkBooks or ask questions in scripts. It displays your answers in two or three dimensions and will even animate the graphics in multiple dimensions to show you sequential relations, such as change over time, etc. (see chart below)

For example, you can switch your views of a chart simply by using your mouse. Want to look at data in a stacked graph instead of a bar graph? Drag a label. Want to call up data in a bar graph instead of a WorkBook? Click an icon. You can add new variables, display sequential charts (i.e., by weeks, months, years, etc.) to identify trends over time, or even create a chart and rotate it through three dimensions to get the most informative view.



It's this capability that really gets at the heart of what answers should be all about. The fact is, MUSE lets you see complex relationships at a glance. So you actually *understand* what all that data means.

You can print MUSE charts exactly as they appear on the screen, scale them to fit a selected page size, copy and paste them—even export them as PICT files.

LEARN HOW EASY LIFE CAN BE

MUSE is designed to make complex information easy to understand. And we've done everything we can to speed your understanding.

The MUSE interface is as inherently intuitive as the Mac's itself. The MUSE Tutorial gets you up and analyzing in a hurry. On-line help keeps you productive until you're completely familiar with all the ins and outs. And you can use MUSE's Quick Start Guide to refer to core features quickly and easily.

Give MUSE just a few hours...and make the rest of your working life a whole lot easier and more productive.

HAVE YOU EVER...

- Waited days or weeks to get answers to your urgent questions about data?
- Wasted time with the mechanics of a spreadsheet when you wanted to be thinking about solutions to a problem?
- Felt you had all the data you need but no effective tools to explore it?
- Been frustrated in your attempts to make sense out of all the different types of data you come in contact with?
- Wanted to spend more time sharpening your analytical skills and less time honing your technical skills?

It's ironic that in today's data-rich world you probably have far less useful information than you need. To make matters worse, you get your data in widely differing formats.

Until now, trying to analyze all this complex, disparate data has been a difficult proposition at best. Traditional number-crunching tools like spreadsheets fall short when asked to perform sophisticated data analysis. They make you spend far too much of your time working the tool and far too little getting your questions answered.

But that's all over with. Because now you have the tool that Stuart Woodring, Director of Software Strategy Research of Forrester Research, says will give companies "an avenue for delivering their raw data in a useful format. MUSE offers English as the only prerequisite for productivity."

And MUSE is here now.

SPECIFICATIONS AND REQUIREMENTS

FOR BASIC DATA ANALYSIS:

- Macintosh 68020-based system
- A hard disk with at least 4 Mb of free space
- 5 Mb of RAM with 2.5 Mb available to MUSE
- Macintosh System 6.0.5 or newer

FOR MANAGEMENT OF LARGE AND COMPLEX DATA SETS:

- Macintosh 68030- or 68040-based system with math coprocessor
- 40Mb+ hard disk with 10 Mb of free space
- 5 Mb of RAM with 2.5 Mb available to MUSE
- System 7.0 or newer

ClearAccess™ from Fairfield Software, can be activated within MUSE to allow users to retrieve mainframe data through ClearAccess SQL scripts, and bring it directly into a MUSE DataBook import template.

The completely configured MUSE product, including Dictionary, HelpStack, and Tutorial carries a suggested retail price of \$695.

FOR ADDITIONAL INFORMATION, CALL (617)923-3545



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PART #C500/0192